



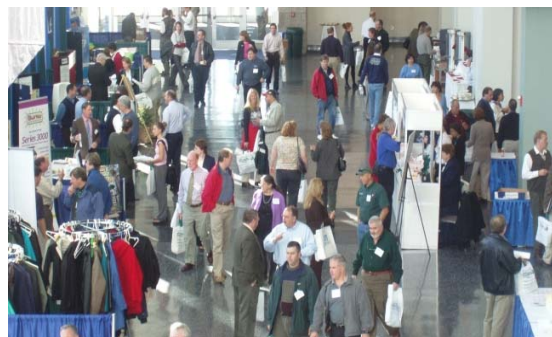
# EPP Vendor Fair & Conference

Tuesday, October 7th, 2008  
DCU Center, Worcester, MA

## Exhibitor Registration Form

### Register early and...

- Lock-in the early discount booth fee of \$650
- Select a premium booth space
- Be listed on our website until after the show
- Get many months of exposure for your pilot project
- Enjoy free parking and meals



# Welcome!

Dear Vendor of Environmentally Preferable Products,

The Commonwealth of Massachusetts is proud to announce the 14<sup>th</sup> anniversary of the Environmentally Preferable Products (EPPs) Vendor Fair and Conference and extend our invitation for your participation. This show offers exhibitors the opportunity to showcase and market their products to an estimated 1300 federal, state and local government purchasers and environmental staff and speak directly to customers about the benefits of purchasing EPPs.

**Not sure how to get in touch with the right agency or municipal person at the various MA offices, facilities and schools? We bring them all to you...at one place...at one time!**

And to make this show even bigger and better than the years before, we are focusing on a marketing campaign that will bring more buyers to your booth. We are placing event announcements on the websites of various public purchasing organizations and in numerous newsletters, calendars and presentations. We are continuing to develop and post comprehensive website information about the trade show and provide on-line registration to attendees. We are promoting the conference to other New England state purchasers and offer free registration to all attendees.

We now invite you to be part of this exciting event. This year, you will have an array of opportunities to promote your business to this huge buying audience:

- Exhibit at the Vendor Fair and meet hundreds of potential customers!
- Gain additional exposure before and after the show by becoming a Vendor Fair Sponsor!
- Increase your foot traffic and post-show exposure through the "Try Before You Buy Pilot" and pre-show marketing!

This prospectus provides details on these promotional opportunities. We are looking forward to seeing you at Worcester's DCU Center on October 7, 2008 at our 14<sup>th</sup> Annual EPP Vendor Fair and Conference!

Sincerely,

*Marcia Deegler*

OSD Director of Environmental Purchasing  
Commonwealth of Massachusetts

## What is the Vendor Fair and Conference?

**The Environmentally Preferable Products (EPPs) Vendor Fair and Conference**, sponsored by the Commonwealth's central purchasing office, the Operational Services Division, is recognized nationally as being a premier event for promoting the purchase of EPPs. The Vendor Fair brings together public sector purchasers from across the state and New England to meet directly with businesses offering EPPs. **As a result of this event and the EPP Program, purchases of EPPs have increased from \$5 million to more than \$150,000 million over the last decade.**

## Who Attends?

We reach out to thousands of buyers, decision-makers, and environmental managers from federal, state and local government as well as colleges/universities, schools and selected businesses. Last year's one-day attendee registration was over 1300 people and included such groups as:

- City, town and county government purchasing agents, administrators, DPW staff and recycling coordinators
- Buyers and environmental managers from state agencies, authorities, colleges and universities
- Public school purchasers and business managers
- Massachusetts business purchasing organizations and public cooperatives
- Representatives from the Federal government as well as from states in New England and across the country
- Massachusetts Facility Managers Association (MAFMA) is again hosting their annual meeting at this event.

## What's new this year?



### New Look to the Exhibit Hall

A new layout in the exhibit hall will give the show a new look and flow. Stay tuned for the final floor plan. We are adding a stage this year to announce prize winners throughout the day and an ongoing big screen to feature the names of our event sponsors and supporters. There are two separate food stations planned to eliminate the lines to dessert after lunch and provide for a more even crowd dispersal. Tables and chairs have also been added to offer a comfortable networking area.

### Enhanced Outreach Program

The EPP event team is working with various state and national purchasing organizations in planning the workshop schedule. This way we ensure greater participation from these decision-makers at the event. Some of them include NASPO, MASBO, NIGP, MAPPO and MHEC. All public sectors clients are also welcome.

# Exhibit at the Event!

## Exhibitor Space



As the key focus of this event is to showcase the EPP exhibitors and show sponsors, this year the event planners are adding a stage and some new activities to the exhibit showroom to provide more reasons for attendees to remain in hall. There is also a new “incentive activity” planned for the afternoon that will bring the crowd back to all of the showroom aisles after lunch.

The exhibit space is in the larger half of the DCU exhibit hall and there are 150 booths available and food will be served at two separate stations. While all the exhibit spaces are excellent, the first to register will have the added privilege of requesting their location in the showroom. These requests will be accommodated on a first-come-first-served basis according to the date and time the registration and payment are received. Subsequent booth reservations will be designated at the discretion of the event coordinator. A limited number of booths located nearest the entrance of the hall will also be reserved for the event sponsors. (Details on pages 6-8).

## Payment for Exhibit Space & Service

Payments may be made **by check only**. Please make the checks for exhibit space **payable to the “EPP Expendable Trust”**. Payments for exhibitor services must be made directly to SER, the show decorator.

**Cancellation Policy:** A full refund will be sent if your cancellation is received by May 15, 2007, and a 50% refund sent if received prior to July 15, 2007. Afterwards, no refunds can be guaranteed.

## Meal Functions

Your registration includes all meals, refreshments and other amenities during the day **for one person only**; additional representatives can be included at the cost of \$25 each. Payment to cover additional staff should be made at the time of registration for booth space. (See Exhibitor Registration Form for details). Lunch seating for all exhibitors will be in the banquet area with the attendees.

## Utilities and Other Exhibitor Services

Special Events Rentals, Inc. (SER) is the official show decorator. They will handle all exhibitor services such as advanced shipping, receiving and storage; electrical; booth carpeting; additional furniture, etc. Approximately two months prior to the event, you will receive a complete Exhibitor Kit from SER with finalized event logistics and all the order forms necessary to obtain exhibitor services. Exhibitor services available from SER include:

### What are the exhibit fees?

- **\$650 if paid by May 1, 2008**
- **\$725 if paid by July 31, 2008**
- **\$775 if paid on/after Aug. 1, 2008**

### What does my exhibitor fee cover?

#### Your exhibit fee will include:

- Entrance to the largest state sponsored environmental purchasing event in the area
- A furnished 8 foot by 10 foot exhibit space, with drape partitions, a six-foot skirted table / chair
- Inclusion in the Exhibitor Directory distributed to all attendees and posted on the web for one year
- Booth signs indicating the name of the company and state contract # (if applicable)
- Admission to all workshop sessions, continental breakfast, afternoon refreshments and lunch for one company representative
- List of all attendees (distributed electronically) and an inclusion in the OSD EPP database
- Opportunity to apply for a MA Business EPP Award (info to follow in SER exhibitor kit)
- A chance to generate high quality contacts at a bargain rate
- Post-event exposure to all levels of government buyers and decision-makers via program promos

*(Continued on next page)*



## Utilities and Other Exhibitor Services *(continued)*

### Advanced Shipping, Receiving & Storage

SER will handle all advanced shipping and storage of exhibitor's equipment and materials. The Exhibitor Kit that you will receive from SER will outline the process and recommended time frames for taking advantage of this service. While exhibitors may transport materials on their own at the time of set-up, no supplies may be sent directly to the DCU Center - they must go through SER, who will ensure timely and secure delivery of all equipment and materials directly to your booth.

### Electrical Services

All electrical services involve fees and must be ordered using the Electrical Services Form, which will be sent in your exhibitor kit from SER. Electrical requests should be made no later than two weeks prior to arrival in order to be guaranteed.

### Important Information

- SER will be sending you an exhibitor packet by August.
- Ordering and paying for the services must be done directly with SER.
- **Order electricity ahead to SAVE \$\$**
- Exhibitor Services Contact  
Tom Kalniki, SER, 508-757-3397

## Set-up and Breakdown



### Showroom Opens 8:00am – Closes 3:30pm

Because the Vendor Fair is a one-day event, exhibitors are required to move in the day before the event and may do so from 2pm – 8:00pm on Monday, October 6. **Set-up the morning of the show is strongly discouraged. On October 7, the exhibit hall will open to attendees at 8am sharp and the bulk of breakfast will be served in the showroom area as well as all of the afternoon desserts.** Exhibitors should refrain from dismantling their booths until 3:30pm on the afternoon of the event in order to accommodate all attendees and as a courtesy to fellow exhibitors. Cooperation from all exhibitors

regarding the set-up breakdown time will serve to assist us in the early start time and in keeping attendees focused on the displays until the official close.

## Exhibitor Raffles

Those vendors choosing to conduct individual raffles at their booth may have the winners announced by the event staff during the prize drawings at the end of the event. More details will be included in your exhibitor kit from SER.

## Exhibitor Directory

Every attendee of the Vendor Fair will receive a copy of the *EPP Vendor Fair Exhibitor Directory*. In addition to the contact information, we ask that the exhibitors provide a brief (no more than 60 words) company description highlighting the environmentally preferable products and/or services exhibitors offer Commonwealth buyers. The Exhibitor Directory will be available online after the show. (See page 6 on how to advertise in the directory to achieve greater visibility.)



## Hotel Reservations



The **Marriot Worcester Courtyard** is our premier “green hotel” this year for earning the prestigious ENERGY STAR® label from the US E.P.A.

The **Hilton Garden Inn** is in the process of working with OSD to green their facility as well. Both have agreed to reserve guestrooms for the evenings of October 6, and 7, 2008, on a first-come-first-served basis, at a **discounted rate** to conference attendees. Room cancellation is permitted up to 48 hours prior to check-in date without penalty. Guestrooms will be available for check-in at 4:00pm on the date of arrival and checkout is 12:00 of the following day.

To make reservations, contact the following hotel by **September 12, 2008:**

### Important Hotel Information

- Call the hotel directly to make a reservation.
- Reference the name of the event – “EPP Vendor Fair and Conference”.
- **Discount deadline September 12, 2008.**
- Payments must be made directly to the hotel.

Hotel Name, Address and Phone #	Location to DCU Center	Rates: Single/Double Room
<b>Marriot Worcester Courtyard</b> 72 Grove Street Worcester, MA 01605, 508-363-0300	10 minute walk	\$114.00 = taxes Complimentary on-site parking
<b>The Hilton Garden Inn</b> 35 Major Taylor Blvd. Worcester, MA 01608, 508-753-5700	Directly across the street Full Service Hotel	\$99.00 + taxes; Valet parking is available for \$9.95/night

## Offer a Promotional Pilot Project!



**Increase booth traffic and promote your business before and after the show! Get an agency, city or town to try your product - and get a story about it into our newsletter!**

**How does the Pilot Project work?** We ask exhibitors to offer a limited quantity of their products or service at a compelling discounted rate, or offer it free of charge to an agency, city or town. In order to be eligible, the agency, city or town must attend the show and register at your booth. You pick the winner.

**How is this different from a raffle/door prize?** First of all, it has to be a green product or service. Second, the EPP program will work with you and the agency recipient to track their satisfaction with the product or service - and **publicize it to hundreds of buyers across the state through our *EPP Buyer Update* newsletter.**

**What qualifies as a pilot project?** Promotional pilots may include but are not limited to such new products, technologies and services as printing services with direct-to-plate technology, green landscaping products, remanufactured toner cartridges, plastic lumber site amenities, energy efficient exit signs, compact fluorescent light bulbs, water efficiency retrofits, alternative fuels, etc. The value of each pilot project may not be lower than \$100.

### 2008 Rave Reviews

- 100%** Want to continue this event in '08
- 98%** Met new vendors

### **What are the benefits?**

- **Before the show:** The list of all Pilot Projects will be published in the attendee brochure, on our website and in the *EPP Buyer Update* newsletter.
- **At the show:** Attendees will receive a program with a list of pilot projects available and will have to visit your booth to enter a drawing for such a pilot. **This traffic builder will bring you only qualified leads!**
- **After the show:** Articles and/or updates on the pilots will be published in the *EPP Buyer Update* newsletter.

**Don't miss this opportunity for promoting your business before, at and after the show! Send us your pilot description as early as possible so we can help you market it!**

# Sponsor the Vendor Fair!

Give your business a competitive edge! Be more visible than your competitors! Maximize your exposure before, during and after the event! There are three sponsorship levels to choose from!

Sponsorship Benefits	Platinum \$2000	Gold \$1000	Silver \$500
Specially reserved booth location (see Floor Plan on page 8)	1 <sup>st</sup> Tier Premium location near hall entrance	2 <sup>nd</sup> Tier High visibility location	3 <sup>rd</sup> Tier Excellent visibility location
Advertisement in the <i>Exhibitor Directory / Conference Program</i>	Full page	Half page	Quarter page
Free meals for booth staff attending the show	Four total	Three total	Two total
Recognition in the following materials: <ul style="list-style-type: none"> <li>“Thank you” page of the Conference Program</li> <li>“Thank you” signs throughout the event</li> <li>“Thank you” advertisement in the <i>EPP Buyer Update</i> newsletter</li> </ul>	Company LOGO and name (large font)	Company name (no logo) medium font	Company name (no logo) small font
Recognition on the Attendee Registration Webpage	Company LOGO and name at the top of registration page PLUS A direct link to your website	Company name middle of the registration page	Company name bottom of the registration page
Recognition on the tote bag	Company name (large font)	Company name (smaller font)	Company name (smallest font)
Recognition on the cover of <i>Exhibitor Directory / Conference Program</i>	Company LOGO and name		
Sponsorship Announcement at Lunch Ceremony	Yes		
Dedicated table at lunch for networking with key customers	Yes		
Receive a conference tote bag and thank you gift	Yes		



## Sponsor the Guide to EPPs on Statewide Contracts!

*The Guide to EPPs on Statewide Contracts*, now in its twenty-fifth edition, has been the most popular reference for everyone who is interested in buying EPPs in the Commonwealth. Every month, over 1,100 copies of the *Guide* are downloaded from the EPP website. In addition, each year, the EPP Program prints over 1000 copies for distribution at the Vendor Fair and other conferences. Sponsor the Vendor Fair edition of the *Guide to EPPs on Statewide Contracts* and be seen by purchasers daily long after the Vendor Fair! Contact us for details!

## Advertising Specs (Format EPS or high resolution JPEG – 300 dpi)

Sponsorship Level	Exhibitor directory ad size	Ad dimensions (width x height)
Platinum	Full-page	7 1/2" wide x 10 1/2" tall
Gold	Half-page horizontal	7 1/2" wide x 4 3/4" tall
Silver	Quarter-page	3 3/4" wide x 4 3/4" tall

**Questions?** Dan Ruben, 175 Auburn St. Auburndale, MA 02466, Phone: (617) 527-7950,  
Email: [dan\\_ruben@usa.net](mailto:dan_ruben@usa.net).

# Exhibitor Registration Form

Company Information					
Company Name					
Address					
City		State		Zip	
Phone		Fax			
Email		Website			

Persons Attending	Each of the persons representing your company at the Vendor Fair must be listed to receive a printed nametag. <b>Please include additional fee of \$25 for each additional person.</b>		
Main contact		Email	
1 <sup>st</sup> Additional Contact		Email	
2 <sup>nd</sup> Additional Contact		Email	
3 <sup>rd</sup> Additional Contact		Email	
4 <sup>th</sup> Additional Contact		Email	

**Important: Future messages on the event will be via email! Please keep your email unchanged through the time of the event! Please include email addresses for all persons registered.**

Company Description	Please provide a 60-word (or shorter) company description that will appear in the Exhibitor Directory, subject to event coordinator editing, distributed to all Vendor Fair attendees and will be accessible on the MA EPP webpage after the event. Important:
	<ul style="list-style-type: none"> <li>Your company description must highlight the environmentally preferable products/services supplied by your company</li> <li>The company description should be sent as an email (preferable), or attached to the registration on a separate sheet.</li> </ul>
<input type="checkbox"/> <b>Check this box if you participated in last year's Vendor Fair and would like last year's company description to be used.</b>	

Promotional Pilot Project	If you would like to offer a Promotional Pilot Project, please specify what product(s)/service(s)/technologies will be piloted, quantities of products and services the winners' sites will receive, the estimated value of the project and the type of financial or other commitment that would be expected from the pilot site. Please attach additional sheets if necessary.

Registration Form continues on next page

## Floor Plan and Booth Number Request

